

PRINCIPLES OF CUSTOMER SERVICE

One of the biggest mistakes organizations make with customer service planning is excessive focus on communication techniques – “saying the right thing at the right time”. The problem with this approach is that it ignores basic marketing principles and the social psychology of customer service. This course is designed to provide participants basic customer service principles; including marketing, non-sales selling, synching with customers, maintaining resilience, and clarity in message.

Helena, Montana

Thursday June 25, 2015
8:30 a.m. — 4:30 p.m.
Mitchell Building



Available for POST, CEU, and OPI Renewal

Investment: \$123
(Discounts for three or more attendees from one organization)

